

Abstract

A personalized site-within-a-site feature of a web site is presented that allows users to select items for placement in a personalized storage space. The items stored in this storage space are automatically categorized in a hierarchical system of categories and subcategories. Items within a category or subcategory can be compared to other selected products in the same category or subcategory, or a detailed information page about the product can be presented. The functionality of the whole site, including the item hierarchy, item detail pages, and item comparisons, is available for the user to apply to the items selected by the user. This functionality can be utilized without leaving the site-within-a-site feature. A visual indicator is present on each web page forming part of the site-within-a-site.

Once items are placed in the site-within-a-site, the user can be presented with updated information on the items on subsequent visits. Prices for the items can be automatically updated to reflect current sales and promotions. Items that have recently been added to the site can be compared to the items found in the users' site-within-a-site. If a new item closely matches the features of a selected item, the user can be informed of the availability of the new item. In addition, promotions can be directed at the user of the site-within-a-site based upon the items in their storage space and subcategories containing those items.